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ABSTRACT

This book reports on a study that examined the reasons colleges are making commitments to distance learning, reasons that range from the philosophical to the purely commercial. The chapters are: (1) "Review of Surveys on Technology and Distance Learning in Higher Education"; (2) "Review of Literature on Administration of Distance Learning in Higher Education"; (3) "Review of Distance Learning Pedagogical Literature"; (4) "Review of Literature on Market Approaches to Administration in Higher Education"; (5) "Research Methodology"; (6) "Institutional Motivation for Using Distance Learning"; (7) "Administrative Practices"; (8) "Commercialization Indicators"; (9) "Administrative Motive Effect on Pedagogy"; and (10) "Conclusion." Eight appendixes contain instruments used in the study and a list of participating institutions. (SLD)

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